

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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PR #04-101

## **MEDIA ADVISORY FOR “UNDERCOVER” OPERATION INVOLVING FRIDAY NIGHT LIVE STUDENTS AND THE ABC**

**Note to media: Please let the ABC know by 11AM, Tuesday, December 28 if you  
plan to ride-along, it will help with planning logistics. Thank you.**

**WHAT:** Friday Night Live students will ride along with ABC Investigators  
Tuesday Night, December 28 and thank businesses that do not sell to  
minors.

**WHO:** Friday Night Live Students  
ABC Management  
Friday Night Live Executive Director, Dr. Jim Kooler

**WHEN:** Tuesday, December 28, 2004  
4:30pm – 4:45pm Media Availability with Friday Night Live and ABC  
5pm – 8pm Ride Along

**WHERE:** California Department of Alcoholic Beverage Control Headquarters  
3927 Lennane Drive, Suite 100  
Sacramento, California

**WHY:** Students will work with the ABC during an “Undercover” Minor Decoy  
Operation and thank businesses who do not sell alcohol to minors.  
Certificates of Appreciation from the Friday Night Live Organization will be  
given to those businesses that do not sell alcohol to minors . ABC  
Investigators will be supervising the operation.

**DIRECTIONS TO ABC:** Interstate 80 to Northgate Blvd.

North on Northgate Blvd.

Left on North Market Street

Left on National

Right on National

Left on Lennane Drive

Go to 3927 Lennane, Suite 100 – Look for a sign that says Five Points ( the numbered address is on  
that sign)

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